



New Ways to Tell Stories: Storytelling with Visuals

Simple. Powerful. Emotional.


Eighty-four percent of communications is now visual, according to Reuters. This isn't surprising when you consider that visual information is processed significantly faster than words.

Visual Information gets to the brain


60,000
times faster than text

—3M MEETING NETWORK








90%
of information transmitted to the brain is visual.
—3M MEETING NETWORK




Tweets with images are
94%
more likely to be retweeted than tweets without.
— DAN ZARRELLA,
SOCIAL-MEDIA SCIENTIST, HUBSPOT




65%
of people are visual learners.
— SOCIAL SCIENCE RESEARCH NETWORK




The average human attention span has shrunk to a mere
8
seconds.
— MICROSOFT



A person's first impression forms within just
50
milliseconds.



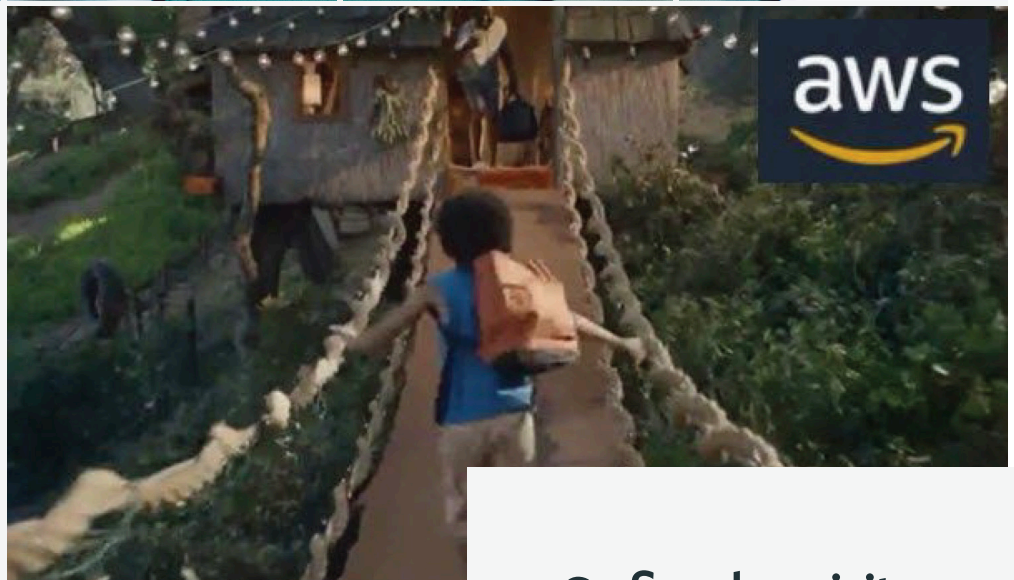
84%
of communications is now visual.

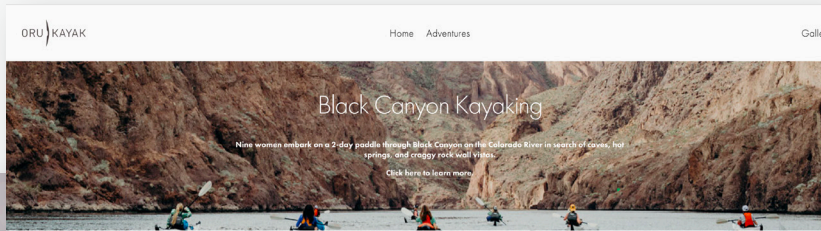


When you combine storytelling with visuals, it can be incredibly powerful—especially if the visuals center around people and convey real emotions. Amazon Web Services does an amazing job of this in their current ad campaign. Their “Curiosity Kid” commercials use visual storytelling in a memorable, highly engaging and authentic way. It relies on very little language and lots of people-centric vignettes to how life well-lived is fulfilled at AWS.

Visuals are universal and today, they’re being combined with stories in innovative new ways that:

- 1. Define corporate cultures
- 2. Bring brands to life
- 3. Convey the true value of products and solutions





This visual storytelling by Black Canyon Kayaking uses simple, powerful, emotional images to pull you in and make you feel like you're there. A single, emotionally-fueled sentence says all that's needed to make a real connection.

The goal in visual storytelling is to condense your story into as few visuals and words as possible. In the image above, instead of focusing on the features of their video chat app, Skype uses visual storytelling to show how the app keeps people connected.



New York Times Bestseller, Brain Rules by John Medina says, "Vision trumps all other senses. Hear a piece of information and three days later you'll remember only 10% of it. Add a picture and you'll remember 65%."

When done right, visual storytelling makes people feel like they're getting the "real story" through the lens of the user. Use visual storytelling at your next event to breakthrough the noise. Create meaningful connections by showing instead of telling. ■

Four Criteria for Successful Visual Storytelling

2

The visuals capture the essence of your brand.

1

The visuals are eye-catching and pull you in.

3

The story focuses on a clear, central message.

4

The visuals—not the words—are the focal point.

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